

THE OVERSEAS PRESS BULLETIN

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FOREIGN JOURNALISTS: Two participants of the World Press Institute's fellowship program talk with OPCers at the dinner in their honor at the Club. From left are Margaret Ann Walsh of West Australian Newspapers Ltd.; Ato Kebede Anisa, *Ye Ethiopia Dimtse*; Hal Lehrman, presiding OPC Vice President; Sterling W. Fisher, WPI board chairman; and James Sheldon, who moderated the dinner discussion.

Foreign Journalists: Understand Caesar

By ED EDWIN

"We've not come to bury Caesar. But we don't have to praise him. We can begin to understand him."

With these words, Edward John Sheil of *The Daily Telegraph* of Australia spoke on behalf of sixteen foreign newsmen brought to the United States by the World Press Institute. They were feted at an Overseas Press Club dinner sponsored by The Reader's Digest Foundation.

Sheil's concluding remarks took as their cue introductory comments by Harry W. Morgan, who recounted how the World Press Institute, of which he is executive director, came into being. Morgan approached DeWitt Wallace, Reader's

Digest Foundation co-chairman, with the idea of structuring a foreign journalists' program for one year's study, observation, and travel in the United States, Wallace challenged Morgan with the proposition that "it seems dangerous."

"What if they go home hating us?" he asked.

Obviously the elder publisher was satisfied with the younger man's response.

But he had another roadblock: money. Morgan indicated his understanding that The Reader's Digest Foundation was not lacking in affluence. Its co-chairman was willing to go along one condition: that other businesses join in. Morgan

(Cont'd on page 5)

NIXON SETS OPC DATE, JAVITS ALSO SCHEDULED

Former Vice President Richard M. Nixon, back from a recent tour of the world (including a long stopoff in Viet Nam) will be at the OPC for a luncheon appearance Sept. 13.

In recent months, Nixon has been re-emerging as an important GOP party leader and is once again being talked up as the Republican standard bearer (receiving a boost from, among others, the most recent candidate, Barry Goldwater, who says Nixon is the current frontrunner for 1968).

Another top Republican, Sen. Jacob Javits of New York, will follow Nixon at a Club luncheon Sept. 14. Javits, also a recent Viet Nam visitor, plans to make that his subject. (Coincidentally, Javits is being boomed by his supporters for the 1968 vice presidential spot.)

Those holding Nixon luncheon reservations should note the change of dates; it was posted as Sept. 8 in the Club last week but is now moved to the Sept. 13 date.

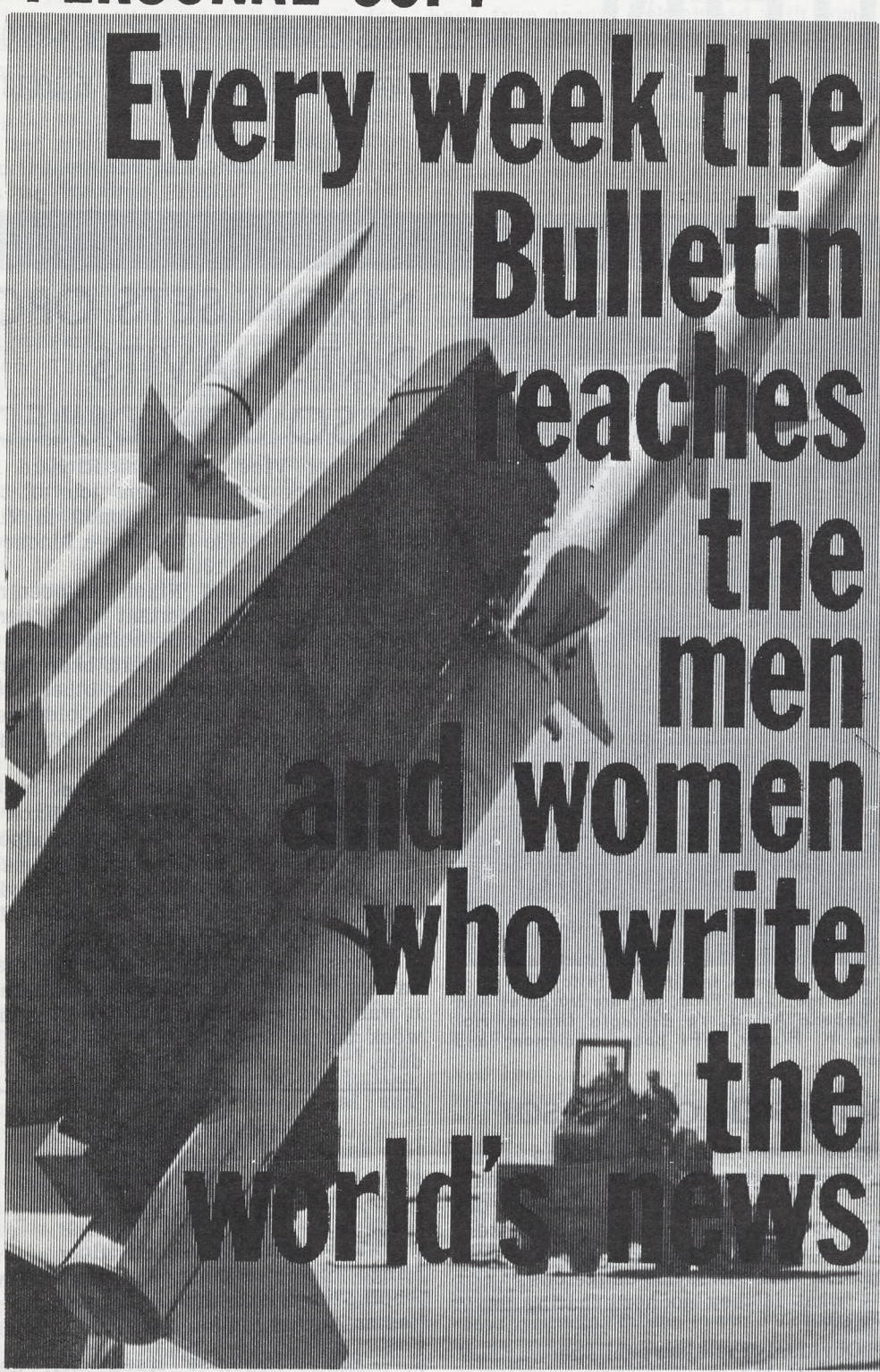
DINING ROOM TO REOPEN TUESDAY

The Club's second floor dining room reopens Tuesday with both lunch and dinner service, after an August hiatus.

The Clubhouse itself will be closed Saturday through Monday for the Labor Day holiday, reopening Tuesday.

All *Bulletin* deadlines will fall on Tuesday noon next week, including copy and advertising.

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World-Wide Ticker

Edited by JERRY KRISKA

ROME from SAM'L STEINMAN

Peter Heller has moved to Saigon as briefing officer. He will be succeeded as press attache here by **Barrett McGurn**.

Marc Anthony Messina, Business Abroad, back from Luxembourg interview with head of European Coal and Steel Community and off for two-week survey of tourism boom in Yugoslavia.

John Law, US News & World Report, back at duties here after two months running Paris Bureau.

Bennett Bolton, AP, in quick round trip to New York for his brother's wedding.

Louis Sobol, NY Journal-American, here for fortnight's vacation visit.

WASHINGTON

from JESSIE STEARNS

James Free returned from several weeks in the United Kingdom and France writing stories for the Birmingham News and Newhouse News Service.

Accompanying him on the trip were his wife, Ann Cottrell Free and their daughter, Elissa.

* * *

Pat Heffernan, Chief, Washington Bureau of Reuters News Agency, and dean of the foreign news corps, was the only foreign newsman admitted to the National Shrine of the Immaculate Conception covering **Luci Johnson's** wedding to **Patrick John Nugent**.

* * *

John P. Leacacos named Chief Cleveland Plain Dealer Washington Bureau, succeeding **Tom Guthrie** who returned to Cleveland as assistant to Publisher **Thomas Vail**.

Leacacos has covered the State Department for many years for the Plain Dealer. He was "roving correspondent" — Europe and Middle East, 1946-57.

MANILA . from CARLOS A. ANGELES

With Philippine participation in the Viet Nam war a certainty, Manila publications have been sending local correspondents out to Saigon and the warfront to "case up" the situation. Philippines Herald publisher, **Ken Macker**, flew to the war-torn capital recently, followed by two of his top reporters — political cartoonist **Corky Trinidad** and special war correspondent **Vic Villafranca**. Last week, Herald columnist **Emil Jurado** followed suit.

Don C. Becker, UPI Manila bureau chief, jetted to Saigon, while **Bryce Mill**

(Cont'd on page 7)

NEW YORK SCENE

Two Fronts in Southeast Asia

Wed., Sept. 7 — Book Night, "Dateline: Viet Nam," by Jim Lucas, and "Southeast Asia's Second Front," by Arnold C. Brackman. Cocktails 6:30 p.m., dinner 7:30 p.m.

Wednesday night's two-pronged discussion will include Reporter Lucas' front-line stories about fighting men in Viet Nam, and Brackman's analysis of how the Malay triangle — the islands around the rim of Indochina — will be the next phase of the struggle should Viet Nam and other countries on the Indochinese peninsula fall to Communism.

The Lucas book is a collection culled from two years of dispatches he filed for Scripps-Howard Newspapers.

The Pulitzer winner (for his Korean war coverage) has been called the Ernie Pyle of Viet Nam because of his stories of the fighting man in the boondocks. For several months Lucas was the only American reporter living and writing from the field in the dangerous Mekong Delta area.

In Brackman's assessment, should the Indochinese peninsula go to the Communists, "the next logical stage of the Communist enterprise will center on the Malay Barrier — the islands, calm seas and narrow straits rimming the Southeast Asia mainland." Brackman takes under consideration the effects in the overall struggle of Indonesia's coup, its anti-Malaysia campaign, the Brunei revolt, Manila's claim to North Borneo and other events and circumstances in the region.

Brackman is a former overseas correspondent (for UP, *The Christian Science Monitor*) who has lived and traveled in Southeast Asia and now is a writer and consultant on the area.

* * *

Thurs., Sept. 8 — Welcome Home Party for OPC Press Tour. 5:30 p.m.

* * *

Tues., Sept. 13 — Luncheon, with former Vice President Richard M. Nixon. 12:30 p.m. (see page 1)

* * *

Wed., Sept. 14 — Luncheon, with NY Senator Jacob Javits. 12:30 p.m. (see page 1)

* * *

Wed., Sept. 28 — Luncheon, with Thailand Foreign Minister Thanat Khoman.

* * *

All reservations not cancelled 24 hours in advance will be charged to members' accounts.

Dubois, Top LatAm Reporter, Dies

Jules Dubois, top-rated Latin American correspondent for *The Chicago Tribune*, died in Bogota, Colombia, Aug. 16, while there to cover a conference of South American presidents.

Dubois, 56, had been covering Latin America for *The Chicago Tribune* since 1947. He had earlier held a number of editorial/publishing posts for Panama papers, including *The Star & Herald*, *Panama Times*, and *Panama Free Press* and *Prensa Libre*. He began his reporting career for *The New York Herald Tribune* in 1927.

Last year, Dubois resigned his chairmanship of the Inter American Press Association's freedom of the press committee, after 15 years of service.

Dubois was expelled by Fidel Castro because of his frank reporting about conditions there following the revolution. The reporter, who early decided that the regime there was Communist, detailed his findings in a book, *Fidel Castro, Rebel Liberator or Dictator?*

Other published books include *Free-Is My Beat*; *Operation America*, and *Danger Over Panama*.

He won the IAPA's Hero of Freedom of the Press Medal in 1959, its Tom Wallace Award in 1962, and Ecuador's Freedom of Press Medal in 1964.

Dubois, who maintained headquarters in Coral Gables, Fla., is survived by his wife, Maria, and four children, Lucille Esabel, Jules Edward, Victor Allen and Mary Helen.

Dateline: EUROPE

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By STELLA MARGOLD

News and visa problems in the Middle East have plagued journalists for years. Today, however, it is less difficult to get visas for Lebanon, Syria, Iraq, Iran and other countries in this area — with the exception of the Saudi Arabian peninsula and Afghanistan. It is easy to get a visa for Afghanistan today if one is a tourist, but a journalist's visa must be applied for by mail or wire, and the reply may take a long time.

THE VISA GAME

Even if you forget to obtain your visa for Lebanon, it is now possible to get a visa at the airport. And in Iraq you promise to go to the police headquarters as soon as convenient to obtain a visa.

appointment. This procedure is essential, particularly in Iran. There Dr. Adle, deputy minister of information, speaks English well and is helpful in making appointments. Remember that in these Middle Eastern countries it is necessary to be patient. People here are not in the habit of moving fast. Don't rush them.

Having reliable contacts before arrival is always helpful. The English-language papers in Lebanon cover the Middle Eastern countries well and are a good source of information and leads to follow. *The Teheran Journal*, published in English and in French, also is useful. To be on the safe side, it is best to check leads you wish to use. There are many American businessmen in these countries who are well informed.

American businessmen, who are growing in number because of huge investments in many Middle Eastern countries, have good backgrounds not only about economic matters but about local politics and public affairs.

When you arrive in Teheran, don't think the office at Mehrabad airport, marked with a large neon sign "Foreign Press," is going to do anything for you, unless, perhaps, you were officially invited. If you were not, then ignore that office.

TAXI, ANYONE?

The man in charge, after asking where I had a reservation, offered to get me a taxi at my own expense. Since I was going to the Royal Teheran Hilton, he could have chosen one of three types of cabs and put me in the cheapest one

Mid-East Travel Tips

In getting a Lebanese visa, it is advisable to ask for one for several entries. It is often necessary to return to Beirut for further plane connections or to return en route home.

To get cooperation from press information offices takes time and varies with the person in charge. Currently, Lebanon has a new Director General of Press and Information, Dr. Joseph Zaahrou, whose office is in the main radio and TV building. He wants to be as helpful but is very busy. He prefers to speak French.

To see the man in charge in a press or information office, it is advisable to have the American Embassy make the

Stella Margold, back from several months in the Middle East where she gathered material for Business Abroad and Oil and Gas Journal articles, gives some practical advice for correspondents traveling in the area.

Foreign Journalists

(Cont'd from page 1)

became a financial drummer, and while he concededly did not attain his initial goal, he did obtain \$50,000 — enough to begin. Now 14 concerns and foundations sponsor the program; it draws no governmental funds. Macalester College of St. Paul collaborates in programming.

"The rest," said the executive director, "is history." Since 1961, 45 countries have been represented in the program. He later told *The Bulletin* how the most effective recruiters have been fellows, who returned to make good use of their American experience and were desirous of deserving colleagues enjoying similar opportunities. If all may not be praiseworthy about the host country, neither were its people despicable. The WPI executive director also said that participants frequently progressed to more responsible posts in their native countries.

The OPC dinner was moderated by *James Sheldon*; and OPC Vice President *Hal Lehrman* introduced the Overseas Press Club to the visiting colleagues. "Please feel free to make this (Club) your home away from home," he invited, prior to introducing "some of the finest OPC brass," including three past presidents.

Format of the post-dinner session called for an exchange of views through an OPC member's directing a question to a visitor, as he was named by Sheldon. Later, guests were invited to retaliate by querying their American hosts. The visitors, from 15 countries, were notably interested in the significance of the demise of *The New York Herald Tribune*.

Flexibility is a feature of the WPI program, Morgan also told *The Bulletin*. It selects few each year, so that an individual program can be tailored to the desire of each journalist.

Exchanges with fellow newsmen here have been convivial and instructive, it was agreed privately. But one visitor wondered if professional courtesy and deference did not prevail too strongly.

"It's like dancing with your sister," he suggested. "No one wants to ask questions that seem impolite of a colleague."

Now they are away for a year abroad in the land, where they will confront American decision-makers in many endeavors, and of their own choice to the extent that they wish. Before these persons of influence, they can exercise the journalistic prerogative of asking the most sensitive questions. The World Press Institute encourages them to do so.

(there are three rates from the airport to the Hilton). He did not do this. It was not until several days later that I learned about the different rates, to and from the Hilton.

Hilltop is the name of the taxi company renting space in the Hilton, and charges \$2.70 to and from the airport, while local taxis charge one half that or \$1.35. There is an orange cab which charges only 50 cents. Within the city, Iran probably has the lowest taxi rate in the world. It is 13 cents or 10 rials. This rate has prevailed since maximum of double that amount due to metering.

Royal Teheran Hilton, being situated on the Shemran road, is a distance from town, and just as there are several rates to and from the airport, there are several to and from downtown. For this run, Hilltop and the regular local taxis charge \$1.35 each way, the orange cab charges 50 cents, and the bus only 5 cents. I mention this because the hotel puts itself out to encourage guests to use the Hilltop taxi. You will find the bus clean and the driver and ticket collector helpful. If the latter does not understand your English or French, he will ask someone to translate what you say to be sure to get you to your destination. You must buy your tickets for the bus at a stand near the bus stop, and two tickets of 2 rials each, or a total of 5 cents in value, will get you downtown or back.

FOOD AND DRINK

The bus stop is near the base of the hill the where Hilton is located and the American Club is across the street. You may stop into the American Club, where

temporary one-month membership may be obtained free. Drinks are about 35 cents, and a complete meal, \$1.35. But don't be surprised if your chateaubriand or filet mignon is not thicker than a thin steak sandwich; the main thing is the food there is safer. Meats come from the states, and vegetables are properly prepared.

There are no press club facilities as we know them in European and American cities. The American Club in Teheran I mentioned, plus another one in Afghanistan, are good meeting places for press and source contacts.

INTERVIEWS

The length of time necessary to arrange interview appointments varies with the habits of the particular official. It is not necessarily true that the highest officials take the longest time, but it is advisable to allow a few days or longer, such people as the Shah or Empress of Iran, or even the current Prime Minister Hoveida of Iran, and the King and Queen of Greece, require weeks or even a month or longer for an appointment.

Some officials require written questions in advance. This is true of Premier Nasser, of the Shah and Empress of Iran, and in general of the highest officials in the Middle East.

Local newspapermen are helpful, but it is wise to know the political affiliations of the paper before approaching the editor or publisher.

Translators are not difficult to obtain, but their backgrounds should be ascertained before you hire them.

Classified

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Managing Editor: Sibby Christensen

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Send address changes to the attention of the OPC Business Office, all editorial and advertising matter to Miss Sibby Christensen, Overseas Press Bulletin.

Classified column advertising (not for commercial use): 50¢ per 40-space line. Must be received in written form by noon Mondays with advance payment. (No phone orders.) Commercial and display rates on request. Yearly subscription: \$10 NY local; \$12 US airmail; \$20 overseas.

Editorial deadlines: Noon Mondays for column items, noon Tuesdays for all other materials.

Placement

New York City:

M-160—Wanted: Versatile editor to direct editing, rewriting general interest articles for publisher of national service mags. Six to eight yrs. mag. editorial exp. preferred, but newspaper-oriented individual able to make transition not ruled out. Salary: \$12,000-13,000.

M-159—Wanted: Dynamic, energetic PR acc't exec. with NYC corp. & fin. PR exp., good writer with news/bus. mag. background, and good local contacts, for agency with wide range of accts. Opportunity for eventual partnership. Required: 6-8 yrs. PR/news background. Starting salary: \$12,000-13,000.

M-158—Wanted: PR dir. with news media and preferably non-profit public health exp., plus administrative ability to supervise staff. Salary: \$12,000. Also wanted, 2 public info. assistants with feature news writing, placement and publications production exp. Salary: \$8,000, plus good benefits.

M-157—Wanted: Hard-working PR aide with about 5 yrs. news/mag. exp. to work on large, challenging nat'l acct. for nationally known, well respected agency in NYC. Involves writing, direct contact. Liberal salary & benefits. Send resume or letter in confidence. Include draft status & salary requirements.

M-156—Wanted: News feature writer with knowledge of TV publicity, pix caption writing, placement for publicity dept. of major ad agency. Three to four yrs. news/mag. writing exp. Salary: open.

M-155—Wanted: Exp'd. reporter-rewriter for major communications co. Must be able to cover research lab. news and operations. Five to seven yrs. news exp. required. Salary: \$12,000-14,000.

M-154—Wanted: Int'l PR dir. for major chem. & drug mfr. Int'l PR exp. a "must." To be resp. for industry affairs, gov't rels., 4 coord. PR program throughout Free World, with emphasis on Europe & Latin Amer. To work directly with top mgmt. internationally & domestically, in NYC. Total comp. (Salary plus bonus) \$25,000-30,000.

M-140—Wanted: PR advertising director for business machines manufacturer, with systems and programs aimed at colleges and Universities. Applicants should have 10 to 15 years PR and news experience, and now in \$16-18M bracket. Salary for successful candidate up to \$25M.

M-141—Wanted: Strong writer, preferably with some scientific experience, for PR agency. Emphasis on writing, with 3-4 years news experience. Salary \$10M.

M-142—Wanted: Seasoned writer, preferably experienced at covering architectural and engineering news, for PR agency. Must be able to work with clients in article developments and good press contacts. Salary up to \$14M, depending on experience and ability.

M-144—Wanted: PR writer, skillful, versatile and facile writer, to work on variety of accounts. Highly diversified diet including general and trade releases, feature stories, by-line articles, newsletter copy, etc. Good chance for growth financially and professionally.

M-145—Wanted: PR specialist for growing PR agency. Fine opportunity for good writer, experienced with general as well as corp.

financial accounts in planning client and press contacts. Willing to pay for right man.

M-146—Wanted: Factual writer for business organization newsletter on short-term basis — to work for 3-5 days only. Also to produce organization's president's letter. Two to three years news experience. Salary open.

M-147—Wanted: Experienced writer to develop and write human interest profiles for use by dailies. Eight to ten years news-feature magazine experience. For immediate employment. Salary \$300 plus per week.

M-148—Wanted: Mag articles outline development and placement specialist for major PR department. Science background helpful but not mandatory. Immediate employment. Salary \$14 - 15 M.

M-149—Wanted: Editor for established magazine, fan-romance-detective field. Will consider bright, creative writer/editor from another branch of publishing. Salary \$10M.

M-150—Wanted: Part-time coverline consultant for women's interest magazine. Must have experience with national magazine with strong newsstand circulation. Salary open.

M-151—Wanted: Writer with some medical-science writing experience for Washington D.C. office of leading PR firm. Duties include preparation of manuscripts, background memorandum, press contacts. Liberal fringe benefits. Salary open. Our employees know of this ad. Send background, salary requirements, select work samples, in confidence.

New Jersey:

M-153—Wanted: Reporters, male or female, for expanding staff of top Cent'l N.J. daily. Exp. in reporting municipal gov't and straight news desired. Please submit resume stating salary requirements.

M-143—Wanted: male or female editor/reporter for well-established New Jersey suburban weekly with 4,400 circulation. Send resume giving news experience, educational background. Starting salary \$125 per week.

Washington, D.C.:

M-152—Wanted: Reporters, rewriters and copy editors for USIA Press Service in Washington, D.C. Salaries range from \$6,451 to \$10,927. Send detailed summary of exp. to William A. Robey, Executive Officer, Press Service, USIA, Room 618, 1776 Pennsylvania Ave., NW, Washington D.C. 20547

Pennsylvania:

M-161—Wanted: Writer for university news bureau to cover medical, dental, veterinary. Generous university benefits, including educational privileges for children, for younger applicants, academic life advantages to the older. Starting salary \$10M.

Please write c/o Box No. attention S.E. Korsen, Placement Com. Chairman, Overseas Press Club. Only members' resumes will be forwarded directly to advertiser. Also, please contact chairman by mail at OPC or by phone (MU 7-4100) re any openings you may wish to have advertised in the Bulletin on cost-free basis.

WORLD-WIDE TICKER

(Cont'd from page 2)

ler, UPI bureau chief in Viet Nam, came in for a rest. AP Manila bureau chief George MacArthur recently returned from a stint at the Saigon AP bureau and is due for a vacation in the States this month.

Recent visitors included Mrs. Eleanor Doughty, wife of the managing editor of the San Francisco Examiner. Also here briefly was Mrs. Anna Chennault, widow of the founder of the Flying Tiger lines.

The Syracuse University Press has just published an anthology of Philippine writing, edited by Leonard Casper, professor of contemporary American literature and creative writing at Boston College. The anthology includes literary pieces from former United Nations President Carlos P. Romulo, the poet Jose Garcia Villa, and your correspondent, who has four poems in the selection.

The Philippine Press Institute has cracked down on so-called Press Club awards to outstanding congressmen, businessmen, etc. The Institute said these "awards" serve no purpose than spurious publicity and are self-serving in the end.

Also in the planning stage is the In-

stitute's efforts to expose Filipino newspapermen in the service of the Government and/or newspapermen's relatives and kin on the Government payroll.

RIO from CLAUDE E. ERBSEN

A new slate of officers has been elected by Rio chapter of the OPC, with **Henry T. Johnston**, NY Times and CBS, as President, AP Chief of Bureau **Claude E. Erbsen**, Vice President, and **Eileen MacKenzie**, McGraw-Hill, re-elected secretary. President **Lou Stein**, Copley, retired from the chapter's Board, and Hank Johnston moved up into the Presidency. Eileen was re-elected in absentia, being at home with a nasty case of hepatitis . . . **Bob Schakne**, CBS, has left for New York assignment after closing the bureau . . . Nate Miller, Baltimore Sun, winding up a three-year tour and moving into the old CBS office while awaiting his relief . . . AP's **Joe Novitski** thawing out after covering the World Alpine Ski championships in Portillo, Chile . . . UPI's Bureau Manager **Denny Davis** in the States on home leave . . . NY timesman **Juan de Onis** travelling again after his own bout with hepatitis.

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PUBLIC RELATIONS

Membership

NEW MEMBERS ACTIVE

Dirck Storm Halstead - Newspictures Mgr. for Viet Nam, United Press International, Saigon, Viet Nam.

Elizabeth Helen Halstead - Correspondent, United Press Internat'l, Saigon, Viet Nam.

John Joseph Martin - Editorial Assistant, Fielding Publications, Inc. Mallorca, Spain.

Walter D. Smith, Jr. - Managing Editor, International Management Magazine, McGraw-Hill, Inc., Berkshire, England.

Harry J. Stathos - News Editor, United Press International, Frankfurt, Germany.

Michael Bernard Sullivan - Correspondent, Business Week Magazine, Cairo, Egypt.

Juan Jorge Walte - Staff Correspondent, United Press Internat'l, Caracas, Venez.

ASSOCIATE

George W. Douth - Producer & Interviewer, Keep in Touch (radio interview program), New York, New York.

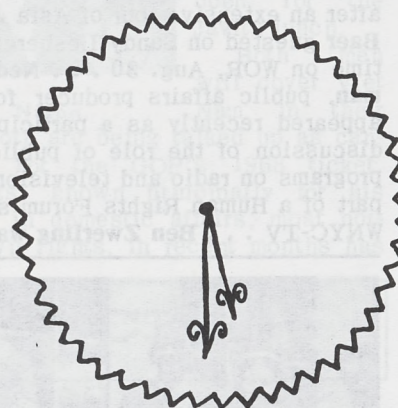
Peter Jennings - Network Television Anchorman, ABC News, New York, New York.

Harry C. Levin - Manager, Community Relations, American Cyanamid Co., New York, New York; (F) Time Inc., Central Press Association, Cleveland Plain Dealer.

Loni Stinnett (Mrs.) - Associate Editor, McCall's, New York, New York.

Harry P. Wiseman - Account Supervisor, Edw. Howard & Co., Cleve., Ohio; (F) Elyria Chronicle-Telegram, Cleve., Plain Dealer.

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PEOPLE & PLACES

By BETTY ETTER

ON THE GO: **Ken Giniger**, president of the K.S. Giniger Company, book publishers, left Friday for Europe to visit publishers, authors and manufacturing plants in England, France, Switzerland, Germany and Italy and to attend the Frankfurt Book Fair. His wife Carol, who represents a British publishing firm in the US, accompanied him as far as London . . . **Kenneth Thurston Hurst**, v.p. of Prentice-Hall International, off to East Germany for the Leipzig Book Fair. His European swing also will include London, Frankfurt, Zurich and Lisbon . . . **Ed Stern**, PR personnel recruiter, left Aug. 30 for a three-week "hunting" trip in Europe, for PR and marketing men to staff American corporate positions. As an ex-Paris Trib man, it won't be virgin territory for him . . . PIP Photos president **Thomas D.W. Friedmann**, who is also manager of its European headquarters in Munich, back from Prague and Karlovy Vary, where he attended the film festival. He plans to attend the Frankfurt Book Fair — says OPCers can contact him at Hotel Pauli, 234 050, before going on to Cologne to the Photokina . . . **Anita Daniel** spending three weeks in London Putting the finishing touches on her new book. Then off to Switzerland for some fresh air and talks with her publishers . . . **Cecile Kuchuk** on her yearly trip to Europe, a combination of business and pleasure, during which she is visiting Belgium, Switzerland, Italy and Spain.

CHECKING IN: **George Natanson** from Mexico . . . **Doris Johnston Macauley** from England and France . . . **Don Steffen** from Africa . . . **James Robinson** from Germany . . . **Lee Griggs** from the Middle East . . . **Richard Mowrer** from Spain.

NEW POSTS: **Larry Thomas** to Pageant as executive editor . . . **George N. Allen**, former NBC News and USIA, named assistant director of the newly organized Washington, DC, Journalism Center . . . **Isaac A. Levi**, newsman and editor in the AP bureau in Buenos Aires for the last three years, to Montevideo in charge of the bureau there . . . **Bruce Campbell** named director of communications for INTERPACE . . . **Charles Ober-tance** appointed Great Lakes district manager for McGraw-Hill's International Management. He'd been editor since last September . . . **Dr. Gene Sosin**, previously director of Radio Liberty's US Division, to the network's headquarters in Munich as senior adviser to the executive director.

ARTICLES: "Common Sense and the 'Femininity Pill'" by **Grace Naismith** in September Reader's Digest. It's based in part on a chapter from her book, "Private and Personal." . . . **Jhan and June Robbins** in September McCall's with "We Are Scarcely James Bond Types," the story of two quiet English spinster sisters who saved 29 doomed strangers from Hitler's Gestapo . . . Oil and Gas Journal for Aug. 22 carries **Stella Margold's** "Iran Pushing for Integrated International Oil Company." . . . From Vermont, where he has a summer home, **Donald Robinson** reports an article on Panama in August Airworld, a piece on Honduras in September Good Housekeeping, and one on a variety of foreign countries upcoming in November Reader's Digest . . . **Martin Sheridan**, now VP, public relations, of Admiral Corp. in Chicago, authored an eye-witness account of "The Terrible Night We Destroyed Tokyo" for September Complete Man. It's the story of his 14-hour mission on March 9-10, 1945, when B-29s firebombed the city. To see how it's been rebuilt, maybe, Sheridan left Aug. 30 for a week there with a plane load of Admiral dealers.

RADIO & TV: **Harrison E. Salisbury** on WOR's Martha Deane show Aug. 22-23, discussing Asia and the Chinese after an extensive tour of Asia . . . **Jean Baer** guested on Sandy Lesberg's Night-time on WOR, Aug. 30 . . . **Ned Schnurman**, public affairs producer for NET, appeared recently as a participant in a discussion of the role of public affairs programs on radio and television. It was part of a Human Rights Forum series on WNYC-TV . . . **Ben Zwerling** was one of

a three-man interviewing panel on International Interview on WNYC Aug. 26. Subject of the interview was Bagit El Tawil, deputy director of technical assistance at the UN. Zwerling is editor and publisher of Tariffs and Trade . . . NET is distributing in the US the BBC-made hour documentary film based on **Sam Waagenaar's** book, "Mata Hari." A similar documentary has been made by a German company and a 75-minute TV-play, scripted by Waagenaar, was telecast in June on the German Second Channel. The book is now out in nine countries (eight languages) with Denmark and Portugal still to come.

BOOKS: **Juliet Lowell's** eleventh book, "Addled Ads and Typsy Typos" due out Oct. 15, with Good Housekeeping running excerpts. The author, vacationing in Aspen, Colo., expects to return to NY Oct. 1, with speaking dates in Denver and Colorado Springs this fall . . . **Marjorie Young** is contributing the South Carolina material for the Southeast volume of "Fodor Shell Travel Guides USA," being published by David McKay.

HONORS: **William Laurence**, OPC VP, invited to the White House last month by President Johnson to attend the 20th anniversary commemoration of the atomic energy pact.

WHO'S WHO: It took her a few years to get around to it, but **Helen Zotos** finally filled out the forms and is represented in Who's Who of American Women for 1966.

SPEAKERS: "How to Write Technical Topics in Attractive Laymen's Terms" was the subject of **M.D. Morris's** recent lecture to the U. of Massachusetts summer English workshop at Nantucket . . . Former NY Times man **Frank Elkins**, now secretary to the NYC Dept. of Air Pollution Control, discussed "Air Pollution Problems and Their Effects on Mass Media" at a weeklong workshop at the Whiteface Mountain Atmospheric Sciences Research Ct. in Wilmington, N.Y.



ECUADORIAN WELCOME: Members of the OPC Press Tour are welcomed at the Quito airport during the three-week tour. The group was saluted at a reception by the Ecuadorian press; at a later party, they received the order of the Inti-nan, along with a toast of puro, the Ecuadorian national drink. (Poncho-clad lady was tour guide.)